

**National Park Service, U.S. Department of the Interior
Gateway National Recreation Area, Sandy Hook Unit
Commercial Use Authorization Solicitation- 2016 Season**

**Mobile Food and Beverage Service at
Area B, Wednesday Night Concerts, and the Ferry Landing/Roving.
Beach Chair/Umbrella Rentals at Area D and G**



Questions Due	Proposals Due
March 10, 2016	March 31, 2016

The Superintendent of Gateway National Recreation Area announces the intent to issue up to four (4) in-park Commercial Use Authorizations (CUAs) in accordance with Public Law 105-391, Section 418. The CUAs will authorize mobile food/ beverage operations and beach chair/umbrella rentals at the Sandy Hook Unit Gateway National Recreation Area (Park). Sandy Hook is located at the northern end of the New Jersey shore, connected by Route 36 in Monmouth County. Sandy Hook encloses the southern entrance of Lower New York Bay. The approximate 7-mile stretch of spectacular ocean and bay waters make Sandy Hook a favorite Jersey Shore getaway for Garden State residents. Manhattanites also enjoy the Sandy Hook's beach recreation due to the convenience of a 40-minute ferry ride from the Wall Street area.

The Park will issues CUAs to operate for the summer 2016 season which will authorizing mobile food and beverage operators and beach chair/umbrella rentals to operate from, at minimum, the Friday before Memorial Day weekend through Labor Day; shoulder season operations are subject to Park approval.. CUAs will not be subject to renewal. The Superintendent retains the right to issue determinations as to compatibility with and impact to natural and other Park resources, and to limit or increase the number of CUAs issued based on preservation and proper management of park resources and values. CUA revenues must be generated and collected within park boundaries.

Vendor wishing to submit applications for more than one mobile operation must submit the required Commercial Use Authorization form (OMB Control No: 1024-0268), supplemental application form and application fee for each mobile operation for consideration. There is no guarantee that selected Vendors will be assigned their preferred location. The Park will select applicants and assign locations based on an Applicant's ability to meet the below identified criteria and the Park's desire to provide visitors with a wide variety of offerings. All CUAs will be subject to the General Conditions listed in Appendix A.

Authorized Vendors may only use pushcarts, trucks, or trailers on wheels which can be quickly and easily moved in the event of an emergency. The Park will not consider applications for vendors that propose stationary containers, kiosks, or conex boxes, which are prohibited at this time; however, there may be opportunities in the future.

Description of Services Solicited:

Authorized vendors are to offer food, beverages, and convenience items to Sandy Hook visitors. Food items may include a variety of hot and cold foods such as hot dogs, pizza, sandwiches, barbeque, ice cream, potato chips, and candy. Beverages may include only non-alcoholic beverages (no alcoholic beverages may be sold). Convenience items are those such as sunscreen, insect repellent, beach umbrellas, and other sundries typically used for beach recreation. Vending machines for beverages will be available at Area B, C, D, E, G, and I. In addition, pre-packaged snack vending machines will be available at Area B, E, and I. The Superintendent must approve all food, beverage, and convenience items and rentals in advance of commencement of operations. Selected Applicants must comply with FDA Food Code which can be found at:

<http://www.fda.gov/downloads/Food/GuidanceRegulation/RetailFoodProtection/FoodCode/UCM374510.pdf>

One authorized vendor will offer beach chair and umbrella rentals at Areas D and G exclusively and convenience items such as sunscreen, insect repellent and other sundries typically used for beach recreation. Prices must be competitive with local beach recreation market pricing and approved by the Superintendent.

Vendor Operation Stipulations:

NPS will provide no water, electrical, or utility services to support vendor operations; nor are any on-site utility services available through other providers. No onsite vendor construction of any kind is authorized to support vendor operations. All authorized vendors must provide trash receptacles in the immediate area of operations during conduct of business and remove trash upon leaving for the day. All vendors will dispose of trash in a manner directed by the Sandy Hook Unit Coordinator or his designee.

Location of Service Area:

The Park seeks a mobile food and beverage vendors to operate at Sandy Hook in Parking Lot Areas B, Wednesday Night Concerts located at E lot from mid-June to mid-August (see attached schedule of events), and the Ferry Landing/Roving (roving permitted to any area except D and G).

The Park seeks one vendor to provide Beach Chair/Umbrella Rentals at Park Lot Area D &G.

The Park will assign the vendor operating locations.

Applicants may obtain directions to Sandy Hook by visiting:

<http://www.nps.gov/gate/planyourvisit/sandyhookdrivingdirections.htm>

Time of Vendor Services: (Operations Hours specified by National Park Service)

The Superintendent reserves the right to adjust hours of operation as deemed necessary.

The minimum operating schedule commences the Friday before Memorial Day and continues through Labor Day each year and is more specifically identified in Table A. Vendors are required to provide visitor services on Saturdays, Sundays, and Holidays, and as otherwise specified in the table included below, which outlines the operating locations, total number of mobile food units allowed per location, and the types of food sought at each location:

Table A

Area	2016 CUA Fee	Number of Vendors	Minimum Operating Days	Minimum Operating Hours	Number of Vendors Preferred Menu Offerings
B	\$500	1 Non-Motorized Cart	Weekends	9:30 a.m. to 3:00 p.m.	1 Any Menu Choice
D And G (Gunnison)	\$1,500	1	Weekends and Holidays	9:30 a.m. to 3:00 p.m.	Beach Chair/Umbrella rentals
Ferry (may also rove to any area except D and G)	\$500	1	Weekends and Holidays	2:00pm to 8:00 p.m.	Dessert
Wednesday Concerts- Area E	\$1000	1	Wednesday Concerts (scheduled TBD) Weather Permitting	4:00 p.m. to 9:00 p.m.	Dessert

Commercial Use Authorization Requirements:

Applicants interested in this opportunity must complete and submit the attached Commercial Use Authorization (CUA) Application and a non-refundable \$150.00 Application Fee.

Selected Applicants will be required to:

1. Remit Payment for the Administrative Processing and Management Oversight Fee. The CUA fees can be on the table included herein. Fees are non-refundable.

2. Follow all the terms and Conditions of the attached CUA, which includes, but is not limited to:
 - a. Submit proof of insurance (General Liability \$1 Million per occurrence \$3 Million aggregate).
 - b. Statement of gross receipts from activities conducted under this authorization immediately upon expiration of the CUA. Selected applicants are required to maintain accounting systems and make all financial records related to the activities conducted under the CUA available to the United States of America and the General Accounting Office. Selected applicants may also be required to provide information related to visitor use statistics and resource impact assessments at the request of the Superintendent.
 - c. Comply with inspections and approvals by NPS and by United States Public Health Service (USPHS) personnel. Inspections will take place prior to commencement of vendor operations. Inspections may also take place anytime thereafter to ensure compliance with federal, state, and local safety, sanitation and health codes, including FDA Food Code.
 - d. Submit proof of Food Handler's Certification (Food and Beverage operations only)
 - e. Comply with Park Signage Requirements.

Selection Criteria:

Applicants will be rated on a scale of 1 to 4 as follows:

Scale	Rating	Description
1	Poor	Does not meet criteria
2	Fair	Meets some criteria
3	Good	Meets the criteria
4	Excellent	Exceeds all criteria

Applicants will be selected based on the following **criteria** for Food and Beverage Service and Rental service which should be addressed in any proposal submitted to NPS for consideration in connection with this opportunity:

Mobile Food and Beverage Operation (Area B, Ferry Landing/Roving, and Wednesday Night Concerts):

Criteria 1 – Experience and Operations

The Park prefers a mobile food and beverage operator that has the

1. Experience necessary to successfully develop and manage a high-quality mobile food and beverage service operation with a concept that will attract customers. Please include customer satisfaction or industry standard awards demonstrating exceptional service, products, and quality (i.e. Best Chili - State of NJ, most delicious blintze, Fan Favorite).
2. Proven track record operating mobile food and beverage service through a mobile operation(s) in a National Park(s) or venue of the same scale, i.e. festivals, concerts, etc. as demand dictates.
3. The ability to undertake and maintain a robust and multifaceted advertising and marketing program using multiple media platforms to promote Sandy Hook and the services and activities offered by the operator including use of social media to attract customers and notify the public of menu choices, hours of operation, location at any given time.

4. Appearance and design of mobile food and beverage unit (for example pushcart, truck, or trailer or wheels) must be visibly appealing, in good condition, clean on the inside and outside, complementary to the surrounding natural environment. Please submit drawings or photographs of the mobile food and beverage unit you propose to use. **Please be sure to include dimensions of the mobile food and beverage unit you propose to use.**

Criterion 2 – Sustainability

The Park prefers vendors that offer

1. Eco-friendly alternatives for food and beverage preparation and mobile operations including such as use of biodegradable materials or packaging (paper goods, utensils, paper straw).
2. Energy Star or similar efficient appliances, or systems which incorporate environmentally friendly green products in their preparation and operations. Please refer to the Green Restaurant Association's endorsements at dinegreen.com or the list of certified Green Seal products at greenseal.org for more information. Preference will be shown to Applicants that commit to these products and practices.
3. Sustainable energy alternatives such as wind or solar powered operations.
4. Trash management and removal and recyclables. Please describe the manner by which you will manage and remove trash and recyclables. Please note, the Park supplies dumpsters (locations to be determined) but requires the mobile food and beverage vendors to keep the areas in which they are located litter free. Additionally, the park has a carry-in/carry out trash policy and is looking for vendors who can support this mission.

Criterion 3 – Menu and Services

The Park seeks specific food types at each Beach Area as described in Table A on page 4. Applicants should include:

1. A sample menu including: graphic representations of offerings, ingredients, and proposed pricing.
2. Ability and commitment to serve high quality foods across a spectrum of price points including “grab and go” items or other quick point of sale items. Food choices should appeal to a broad audience serving the diverse and eclectic visitor base.
3. The capacity or ability to provide beach related sundries such as sunscreen, as well as beach chairs and umbrellas for daily rental.
4. Applicant's ability to accept credit cards.

Beach Chair and Umbrella Rentals (Area D and G):

Criteria 1 – Experience and Operations

The Park prefers a mobile operator that has the

1. Experience necessary to successfully high-quality mobile rental operation with a concept that will attract customers. Please include customer satisfaction or industry standard awards demonstrating exceptional service and products. Proven track record operating mobile service through a mobile operation(s) in a National Park(s) or venue of the same scale, as demand dictates.
2. The ability to undertake and maintain a robust and multifaceted advertising and marketing program using multiple media platforms to promote Sandy Hook and the services and activities offered by the operator including use of social media to attract customers and notify the public of hours of operation, location at any given time.
3. Appearance and design of mobile unit (for example pushcart, truck, or trailer or wheels) must be visibly appealing, in good condition, clean on the inside and outside, complementary to the surrounding natural environment. Please submit drawings or photographs of the mobile unit you propose to use. **Please be sure to include dimensions of the mobile unit you propose to use.**

Criterion 2 – Sustainability

The Park prefers vendors that offer

1. Eco-friendly operation including such as use of biodegradable materials or packaging for convenience items and beach chairs/umbrellas made of sustainable or recycled materials.
2. Energy Star or similar efficient appliances, or systems which incorporate environmentally friendly green products in their operations. Preference will be shown to Applicants that commit to these products and practices.
3. Sustainable energy alternatives such as wind or solar powered operations.
4. Trash management and removal and recyclables. Please describe the manner by which you will manage and remove trash and recyclables. Please note the Park supplies dumpsters but requires the vendors to keep the areas in which they are located litter free. Additionally, the park has a carry-in/carry out trash policy and is looking for vendors who can support this mission.

Criterion 3 –Services

Applicants should include:

1. Commitment to provide quality rental equipment that is well maintained and clean. Applicants should provide a list of proposed rental equipment you will provide and proposed pricing for the rentals.
2. The capacity or ability to provide beach related sundries such as sunscreen and insect repellent. Applicants should include a proposed list of convenience items to be sold and proposed pricing.
3. Applicant's ability to accept credit cards.

Please Note: Previous CUA Holders who have not met obligations of previously issued CUAs will not be considered for this opportunity.

**General Information can be found on the Gateway National Recreation Area website:
www.nps.gov/gate**

Applications must include the Applicant's name, address, phone number, and email address on the face of the envelope. Applications with the \$150 application fee should be mailed or sent to:

Application- Sandy Hook Commercial Use Authorization
Gateway National Recreation Area
Attn: Business Management Division
210 New York Avenue
Staten Island, New York 10305

Applications may also be submitted via electronic mail to: gate_bmd@nps.gov. Electronic submissions will not be considered to have been received until the Applicant mails or sends the \$150 application fee and receives an electronic response from the Park notifying the Applicant that their application and application fee have been received. Telephonic proposals, faxes, and other means of transmittal will not be considered. Applications and supporting documents will not be returned.

Applicants are advised that the U.S. Government will not pay for any information or administrative costs incurred in response to this notice. Not responding to this notice does not preclude participation in any future applications.

Questions about this opportunity are due by **March 10, 2016**. Questions may be submitted via electronic mail to **gate_bmd@nps.gov** or asked by phone to John Finley at (718) 354-4757.

All applicants will receive the courtesy of a reply.

APPLICATIONS ARE DUE BY 4:00 p.m. (EST), THURSDAY MARCH 31, 2016. APPLICATIONS RECEIVED AFTER 4:00 p.m. (EST), THURSDAY, MARCH 31, 2016 WILL NOT BE CONSIDERED. THE PARK WILL NOTIFY SELECTED APPLICANTS ON OR BEFORE APRIL 15, 2016.

The Park reserves the right to reject one or all proposals or to refuse to issue a CUA at any given time without penalty or liability.